

## SUMMARY OF THE INVENTION

A web-based, interactive method for determining a person's interest in charitable, 5 philanthropic, political or other social causes and for soliciting donations is disclosed. In one embodiment, the method utilizes a graphical user interface including a display. The method comprises the steps of asking a first question related to the causes, receiving a response to the first question, and determining, based on the response, if subsequent questions are necessary to identify one or more causes. If subsequent questions are not 10 necessary, identifying, based on the response, at least one cause. The method further comprises asking one or more subsequent questions, if necessary, based on the prior response, identifying, based on the responses, at least one cause, and asking for a donation. The method further comprises receiving a donation on-line.

15